



Dear Amigo,

The 7th annual *ArkanSalsa Fest* is slated for **Saturday, October 12th, 2019** at Shiloh Square in Downtown Springdale! Last year over 5800 people and 25 sponsors joined the festivities and Mayor Doug Sprouse proclaimed *OneCommunity Reads, UnaComunidad Leyendo, Lights on After School and ArkanSalsa Fest Day* in Springdale. We had a Health and Education Fair; children received free books, and engaged in literacy activities in the "Feed Your Brain" Kid's Zone. The Unwanted Society Car Show had over 50 entries and participated in the parade. Over 250 healthy meals were provided to children 17 and under and nearly 50 nonprofit organizations, local artisans and businesses provided resources for the community, while we listened to live music, learned how to dance Salsa and Zumba, ate delicious food and recognized Diego's Mexican Grill as the winner of the "Best Tasting Salsa" contest.

**We are requesting you to be a Sponsor of ArkanSalsa Fest 2019.** Some sponsorship levels include a complimentary 10X10 booth space. Your sponsorship assists with festival costs, and supports our parent leadership and grade-level reading programs, and scholarships. Our goal is to increase attendance this year by 500 participants, increase participation in the Health & Education Fairs and feature more local artisans. *To encourage healthy communities and health-related careers, students from the University of Arkansas for Medical Sciences (UAMS) will conduct health screenings.*

OneCommunity, a 501 (c) (3) non-profit organization in Arkansas was founded in Northwest Arkansas in 2009. The mission of the organization is to *promote communities working together as One, to enhance the quality of life of all people through use of best practices and outreach services that improve health, education, and leadership skills. We engage, empower and strengthen families to create OneCommunity.*

Through our nationally recognized initiative, *OneCommunity Reads, UnaComunidad Leyendo!* we served 45 Latino families through *Parents Taking Leadership Action (PTLA)*, a program that builds upon the strengths of parents as they learn about their child's academic world and kids read 4,463 books this summer during *Feed Your Brain-Alimenta Tu Cerebro Reading Program*, a bilingual program aimed at promoting family literacy and reducing summer learning loss.

We hope you will join us and experience the spicy ingredients of international food, music, friends and neighbors! Our goal is for you to make one new amigo, learn something new and have lots of fun!

We hope you will consider becoming a sponsor of *ArkanSalsa Fest*. For more information, visit: [www.onecommunityar.org](http://www.onecommunityar.org) or email us at [info@onecommunityar.org](mailto:info@onecommunityar.org) or call 479-310-9027.

Sincerely,

Layza Lopez-Love, Tura Graves and Evelyn Martinez






ArkanSalsa Fest Planning Committee, Co-Chairs



# ArkanSalsa Fest

www.onecommunityar.org

We are offering five *ArkanSalsa Fest* sponsorship levels:

Sponsorship Levels	Amenities
Banjo-Conga -\$5000 + 	Title Sponsor level: Company logo and name on <i>all</i> major marketing and promotion including newspaper, print, website, radio and TV; and two 10 X 10 spaces.
Timbales -\$3000-\$4999 	Presenting Sponsor level: Company logo and name on <i>most</i> major marketing and promotion, including newspaper, print, website and radio; and one 10 X 10 booth space.
Bongo -\$1500-\$2999 	Company logo and name on <i>some</i> major marketing and promotion including some print, radio and website; and one 10 X 10 space to market your product.
Maracas -\$500-\$1499 	Company logo and name displayed at event, radio, print and website where possible and one 10 X 10 space.
Cowbell -\$250-\$499 	Recognition at the event and on the radio.



## **SPONSORSHIP INFORMATION**

### **PLEASE PRINT**

Business/Organization Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone/Cell Phone: \_\_\_\_\_

Sponsorship Level: (check one)

- Banjo-Conga \$5000+     Timbales \$3000-\$4999     Bongo \$1500-\$2999     Maracas \$500-\$1499     Cowbell \$250-\$499

Amount: \_\_\_\_\_

***All sponsors are invited to participate in the parade to promote your organization and products.***

Will you be participating in the parade? Yes or No (circle one)

**BOOTH SET UP:** All booths may set up between the hours of 9:00-11:00 AM on **Saturday, October 12, 2019.**

*ArkanSalsa Fest* parade begins at 11:30 AM. All businesses, vendors, artisans, and nonprofit organizations should be completely set up by 11:00 AM so parade participants can see you and you can wave to them as they pass by your booth. **Participants will furnish their own canopy, tables, chairs, activities, etc.**

Will you need electricity? Yes or No (circle one)

**CLOSE DOWN:** Businesses, vendors, exhibitors and nonprofit organizations may close booth or remove exhibit at 5:00 PM on **Saturday, October 12, 2019.** Trash bins will be located near your space for removing unwanted materials and leaving your area as you found it when you first set up.

Please make a copy of this application for your records and email your company logo to [onecommunityar@gmail.com](mailto:onecommunityar@gmail.com)

Make checks payable to OneCommunity and mail to *ArkanSalsa Fest*,  
614 E. Emma Avenue, Suite M414, Springdale, AR 72764

